

PROMOTION APPROVAL

Promotion: Cambridge "B2G1F" pack promotion

Retail Dates: Oct. 31 - Nov. 25, 1994

Brand Manager: Sonya Rush

Brand Project Manager: Gina Fawcett

Program Objective:

The objective of this pack promotion is to generate volume, heighten retail visibility, and maintain awareness on Cambridge.

Program Description:

This promotion offers a "free pack with a purchase of two packs" of Cambridge (B2G1F). A 20 deal pack display will be available with 20 back-up deals, poster and dangler. The promotion will have four packings: FF KS, FF 100'S, LTS KS, and LTS 100'S.

PRECON will assemble a B2G1F deal into a 3-pack sleeve. A specially constructed 5 deal, 15 pack carton will be sent from PRECON to distributors to be hand tax stamped. Special packaging provisions will be made for the military.

A distributor allowance of \$18/12M is available.

The assembled dimensions for the 20 deal pack display are 10 1/2" W x 7 1/4" D x 18 1/2" H.

Geography:

The promotion is national in scope, but should be skewed towards medium to high developed Cambridge markets.

Trade Class Target:

This promotion is targeted for pack outlets -- Convenience, drugs, and grocery.

Region Allocation:

	<u># of deals</u>	<u># of 40 deal Kits</u>
Region 1	138,400	3,460
Region 2	435,600	10,890
Region 3	594,000	14,850
Region 4	594,000	14,850
Region 5	218,000	5,450
Military	20,000	500
Total	2,000,000	50,000

CLEARANCE / EXECUTION APPROVAL

Brand VP _____
M. Suter _____
V. Murphy _____
R. Huckfeldt _____
G. Eastburn _____

VPRS Region 1 _____
VPRS Region 2 _____
VPRS Region 3 _____
VPRS Region 4 _____
VPRS Region 5 _____
R. Stirlen (Military) _____

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cc: B. Reuter
TMDs
Finance

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